

Dress Code

The purpose of a driver's dress code is to seek a standard of dress that provides a positive image of the hackney carriage and private hire trade in Wirral to enhance a professional image of licensed drivers and ensure that public and driver safety is not compromised.

The Council does not impose such standards by way of conditions to any licence. It is expected, however, that such standards will be maintained at all times.

Acceptable Standard of Dress

- Footwear (shoes/trainers/sandals) shall fit around the heel of the foot
- Clothing shall be kept in a clean condition, free from holes and rips
- Words or graphics on any clothing shall not be of an offensive or suggestive nature which may offend
- Tops must cover the midriff and shoulders
- Trousers
- Jeans
- Shorts shall be smart, knee length style
- Skirts shall be no shorter than knee length

We would recommend that all clothing, as a minimum should be clean, ironed and in good condition.

Unacceptable Standards of Dress

- Bare chests
- Clothing or footwear which is unclean or damaged
- Clothing printed with words, logos or graphics which may offend
- Footwear that prevents the safe operation of the licensed vehicle
- Beach type footwear (e.g. Flip flops and mules)
- Tracksuit tops or bottoms
- Shellsuit tops or bottoms
- Sleeveless tops

General

The above lists are not exhaustive and Authorised Officers of the Council will assess whether standards of dress are acceptable or not. In such instances, the Officer's decision will have effect as though it were included in the above lists and the licensed driver will be required to comply accordingly.